

**OFFICE OF CONGRESSMAN EARL BLUMENAUER
APPROPRIATIONS REQUEST FORM
FISCAL YEAR 2011**

Project Details

1. Project title: Oregon Healthy Athlete Initiative: Using Evidence-Based Programs to Reduce Drug Use and Promote Healthy Behaviors

2. Organization name and address (the recipient of the funds):

Oregon School Activities Association
25200 SW Parkway Ave., Suite 1
Wilsonville, Oregon 97070

3. Contact information

- a. Project's primary contact:** Tom Welter, Executive Director
- b. Daytime telephone number/ mobile phone number:** 503-682-6722 x230
- c. Email Address:** tomw@osaa.org
- d. Project location** (if different than organization's address):

4. Please describe the requesting organization's main activities.

The Oregon School Activities Association (OSAA) has been the governing and educational body for Oregon high school sports since 1918. The OSAA is a private non-profit, board-governed organization comprised of its 293 member schools, both private and public throughout Oregon. The OSAA serves member schools by providing leadership and state coordination for the conduct of interscholastic activities, which enriches the educational experiences of high school students. This involves interscholastic sports (football, baseball, softball, basketball, wrestling, swimming, soccer, golf, cross country, track & field, tennis, volleyball) and other extracurricular activities including speech, band/orchestra, solo music, choir, cheerleading, and dance/drill.

Importantly, the OSAA develops guidelines for safe and healthy competition throughout Oregon and administers all rules for Oregon interscholastic sports, including playoffs and state championships. This includes focusing on health and safety such as educational programs for concussion management and head trauma guidelines, avoidance of heat related illness, infection control, sports hygiene, and overall safety. The OSAA is charged with the education of its coaches and student-athletes to prevent performance enhancing drugs.

5. Is this organization a public, private non-profit, or private for-profit entity?

Private non-profit 501 (c) (3) organizations made up of 293 public and private high schools throughout Oregon.

6. From what federal agency and account are you requesting funds (Please be specific –e.g., Department of Housing and Urban Development, Economic Development Initiatives account)?

Health & Human Services, Substance Abuse and Mental Health Services Administration (SAMHSA)

7. Briefly describe the activity or project for which funding is requested.

We propose to use funds to implement the Athletes Training and Learning to Avoid Steroids (ATLAS) program and the Athletes Targeting Healthy Exercise & Nutritional Alternatives (ATHENA) program in 100 Oregon high school athletic programs and provide a more hopeful future for young athletes. ATLAS and ATHENA are proven to prevent use of anabolic steroids and other performance enhancing substances, reduce illicit drug intake (marijuana, narcotics, amphetamines), lower alcohol use and drinking and driving, while improving healthy exercise and nutrition behaviors among athletes.

ATLAS (for males) and ATHENA (for young women) are gender-specific programs, delivered in the sport setting, where students are divided into small work groups with one peer leader in each group. The programs are interactive and exert positive peer pressure and role modeling, as athletes learn how to achieve athletic goals by using state-of-the-art sports nutrition and strength training and discover why they should avoid drugs and supplements that will impair their physical abilities. The programs are scripted, with peers leading and coaches facilitating most activities. ATLAS has ten, 45-minute and ATHENA, eight 45-minute sessions. Student-athletes participate in educational games, develop skills (goal-setting, decision-making, resistance), and create and share mock public service campaigns. Each program contains a 1) coach manual with training DVDs; 2) squad leader manual and 3) student-athlete workbooks. Each athlete receives a pocket-sized “athlete’s guide” containing information they use to eat healthier, train to improve their athletic abilities and avoid harmful drugs and supplements.

After receiving funds, we will work with OHSU and the Oregon Department of Education (ODE) to distribute information about the program availability on the OSAA and other websites; hold a meeting among Oregon high school administrators delineating the program and process. The following will occur: (1) Applications for the programs will be distributed at the state’s athletic directors meeting, and on the OSAA, OHSU and ODE websites. OSAA email listserv will communicate the program opportunity to all Oregon high school administrators, athletic directors and coaches; (2) schools “ready to implement” by virtue of their application form and follow-up teleconferences will have coach and student peer leader instruction at regional meetings with OSAA and OHSU staff at centrally located high schools within their respective areas. This instruction will teach squad leaders and coaches the implementation process. (3) Materials will be delivered to schools after athletic directors report the number of student-athletes involved; and (4) to assess program implementation, biweekly teleconferences with athletic directors, and onsite evaluations will ensure program fidelity. Coaches will complete surveys and students will have voluntary online evaluations to assess the program effects. Evaluations will be reported on the OSAA website, and presented at scientific meetings.

8. What is the purpose of the project? Why is it a valuable use of taxpayer funds? How will the project support efforts to improve the economy and create jobs in Oregon?

The purpose of this project is to prevent substance abuse in Oregon high schools, incorporate life skills among teen athletes, and enhance their dietary and exercise behaviors. Contrary to perceptions, high school athletes have a high prevalence of drug and alcohol use. High school male athletes drink more alcohol, engage in more binge drinking and driving while intoxicated than non-athletes. In addition, they use more “performance enhancing” supplements and drugs, including anabolic steroids. High school female athletes have similar use of drugs as non-athletes, with greater use of diet pills, laxatives and diuretics, and have significant steroid use along with disordered eating to alter their body shape. The ATLAS and ATHENA programs are evidence-

based and will improve youth health, reduce substance abuse, enhance public safety and lower long term medical costs. The National Institute on Drug Abuse has determined that one dollar spent on drug prevention will save \$10, as noted in their publication *Preventing Drug Use among Children and Adolescents: A Research-Based Guide for Parents, Educators, and Community Leaders, Second Edition*." ATLAS is one of the few research based programs highlighted in this publication. Production of ATLAS and ATHENA materials will add jobs to Oregon, as will those hired to perform fidelity checks and trainings at schools. The drug prevention and health promotion effects will reduce health care costs, both short-term and long-term.

Anabolic steroid and other performance enhancing drugs use have harmed our nation's youth. These substances not only create an unfair competitive environment, they result in severe physical and psychological damage to adolescents, who are most vulnerable to their unhealthy effects. The Anabolic Steroid Control Act (ASCA) (Public Law 108-358; 108th Congress) and Oregon Legislature Senate Bill 517 were passed into law in response to the serious issue of the use of steroids and performance enhancing substances among the nation and Oregon's youth. The educational prevention models for these laws, developed are the ATLAS (Athletes Training & Learning to Avoid Steroids) for young male athletes and ATHENA (Athletes Targeting Healthy Exercise & Nutrition Alternatives) programs for young female athletes. The World Anti-Doping Agency reviewed all published educational programs in the world and stated in March of 2009, "...ATLAS and ...ATHENA provide the only high quality evidence available on the best way to educate adolescents about doping." Their review stated, "The success of these interventions may be, in part, based on their deep appreciation that athletes are part of a wider network and community."

Importantly, this project affects a majority of Oregon's high school students. Approximately 60% participate in school activities. These athletes are often considered opinion leaders and influence other students' behaviors. Drug and alcohol use in Oregon is at intolerable levels with substance use more than doubling from 8th to 12th grade. In 2001 alone, underage drinking cost Oregonians \$697 million in medical costs, lost productivity, pain and suffering, which translates to a cost of \$2,074 per year for each youth in the state. Oregon has more illicit drug use than the U.S. average and more than twice the national average for illicit drug deaths.

Oregon is in need of effective drug prevention programs that are evidence-based. The use of the ATLAS and ATHENA programs will not only prevent steroids and performance enhancing drugs, but lower alcohol, amphetamines, marijuana, narcotics and their associated problems, such as driving while intoxicated. This is most impactful both health-wise and financially to the state.

Rather than use funds on untested and ineffective prevention methods, such as drug testing, or television anti-drug advertisements, taxpayer funds should only be spent on programs with proven effectiveness. Although middle school programs can help prevent substance use, the effects of these programs often fade when students enter their high school years. The Oregon Department of Education reports that Oregon youth who report steroid use also bear a disproportionate burden of other health risks. Compared to non-users, students who report steroid use are almost twice as likely to have an unmet mental health need, nearly 3 times as likely to have used alcohol and nearly 5 times as likely to have smoked tobacco in the past month. In addition, students who use steroid report lower academic achievement.

As a result of untreated addictions, the cost to Oregon is \$5.9 billion annually with \$4.15 billion in lost earnings, alone. Unfortunately, Oregon only meets 25% of the need for treatment. Addiction is

a chronic health condition that usually starts in adolescence, with the highest ages of reported “first alcohol and drug use” for addicted Oregon clients being between the ages 14-16. In fact, 82% of those undergoing treatment in Oregon had started using drugs and alcohol by age 18 years. It is imperative that we stop this chain of events in a cost-effective manner. For relatively small expenditure, the adoption of ATLAS and ATHENA will reduce the cost of substance abuse; enhance the life skills of emerging adults entering workforce and lower future costs by reducing the tragedy of drug abuse and its immediate and long-term consequences.

To ensure equity in program distribution we will strive for involvement in all school categories, 1A-6A and involve all counties and locales (urban, suburban and rural). We will make all schools aware of the opportunity and encourage those schools from rural communities to be involved. This will enhance our evaluation process as well as provide the essential ingredients to foster the future health of Oregon youth. The subsequent analyses will better characterize the effects in each locale and provide insight for how best to implement the program in all 293 high schools statewide.

9. Has this project received federal appropriations funding in past fiscal years?

No. The Anabolic Steroid Control Act authorized \$90 million in funds to award grants to public and non profit private entities to enable such entities to carry out science based education programs with preference to the Athletes Training and Learning to Avoid Steroids (ATLAS) program and Athletes Targeting Healthy Exercise & Nutritional Alternatives (ATHENA) program, but no funds were appropriated.

Funding Details

10. Amount requested for this project: \$650,920

11. Breakdown/budget of the amount you are requesting for this project (e.g., salary \$40,000; computer \$3,000):

Salaries (2 FTE with 0.40 OPE): \$124,600

Project coordinator and lead trainer: Perform all school interactions: recruitment, teleconferencing, program training, and distribution of materials, onsite fidelity checks, collating coach and student surveys and placing in the database files.

Curriculum Materials and Distribution: \$562,820

(Based on an average of 300 student-athletes/school)

- 6,000 Squad Leader Manuals and 6,000 Athlete's Guides: \$66,000
- 24,000 Student-Athlete Workbooks and 24,000 Athlete's Guides: \$264,000
- 100 schools with 6-8 Coach Manuals/school: \$196,000
- Shipping and Handling (7%): \$36,820

Trainings: \$30,000

Twenty trainings @ \$1,500 for personnel, travel, copying costs for training supplies.

Site Visits: \$31,000

300 school visits for fidelity checks (3 visits per each school)

12. What is the total cost of the project?

\$788,420

13. Is this project scalable (i.e., If partial funding is awarded, will the organization still be able to use the funds in FY 2011?)?

Yes

14. What other funding sources (local, regional, state) are contributing to this project or activity? (Please be specific about funding sources and funding amounts)

- Raising Champions Benefit Dinner: \$40,000
- Market of Choice: \$5,000
- Safeway: \$10,000
- National Football League: \$30,000
- Blue Cross/Blue Shield: \$2,500
- OSAA Foundation: \$10,000
- OHSU Professor in-kind: \$40,000

15. Please list public or private organizations that have supported/endorsed this project.

- a. Governor of Oregon, Ted Kulongoski
- b. Oregon Senate President, Peter Courtney
- c. Oregon Department of Education
- d. Oregon School Boards Association
- e. Duncan Wyse, Chair, Oregon State Board of Education
- f. Oregon Athletic Directors Association (OADA)
- g. Oregon Athletic Coaches Association (OACA)
- h. Confederation of Oregon School Administrators (COSA)
- i. OSAA Medical Aspects of Sports Committee
- j. Oregon Health & Science University
- k. National Football League